

# The Face of Global Trade: Coastal Environmental Systems, Inc.

When you look at the weather page each morning in the newspaper to figure out if you will need an umbrella or a parka, you probably don't stop to think about the equipment that is used to help meteorologists make their forecasts. Without such equipment, it would be difficult to monitor weather patterns and find out what the weather will be like for your planned weekend picnic. That's where Coastal Environmental Systems comes in. Founded in 1981, Coastal Environmental is a Seattle-based company that designs, manufactures and installs professional grade environmental monitoring systems. Their arsenal of equipment includes weather stations, dataloggers and remote data acquisition systems. The company employs manufacturers, scientists, software engineers, service technicians, sales and marketing professionals and hardware engineers, all located in their Seattle office.

## International Success

Coastal Environmental has sold its products all over the world and counts on customers in countries such as France, Germany, Sweden, Qatar, Argentina and Mexico - among others - for future growth. In

**Name:** Coastal Environmental Systems, Inc.

**Location:** Seattle, King County

**International Sales:** Approximately 20%

**Puget Sound Employees:** 67

**International Markets:** World wide, with a increasing focus on Asia, Europe, Latin America and the Middle East

**Puget Sound Enabler:** Close proximity to Pacific Rim markets, excellent shipping options to transport systems to customers and a strong labor pool.



fact, with approximately 20% of current revenues attributed to overseas customers, the company is looking to aggressively expand its international business in the coming years by building its sales, marketing and distribution presence throughout Asia,

Europe, Latin America and the Middle East. Numerous government tenders from entities all over the globe have fueled their increased international presence, but the internet has also been a boon. Kevin Klustner, managing director of international, notes that the community of environmental buyers and sellers is rela-

tively small, and the internet has helped connect customers and potential business partners by becoming a tool to identify and evaluate potential sources of environmental systems.

## Why Puget Sound?

Coastal Environmental was founded in Seattle and has continued to call the Puget Sound region home for more than 20 years. Klustner says the area is well-situated for doing business with Pacific Rim markets and has good transportation options for delivering their systems to customers. And perhaps most importantly - according to Klustner - is the region's wide and diverse workforce with a range of skills and education levels. It is important for a company such as Coastal to have an array of qualified people to draw from, especially since they do everything from designing and testing to manufacturing and installing their systems.

Coastal Environmental, like so many companies and organizations in the Puget Sound region, demonstrates the importance of the global economy as a key driver for the region's future prosperity. To ensure that we remain competitive, we must continue to create an environment in which these entities thrive.